

EIGHT STEPS TO SUCCESS IN MEMBERSHIP BY ROTARY CLUBS

EIGHT STEPS TO SUCCESS

1. PUBLIC RELATIONS
2. RECRUITMENT
3. CLUB PROCESSES
4. INDUCTION
5. ORIENTATION
6. EDUCATION
7. MENTORING
8. INVOLVEMENT

I. PUBLIC RELATIONS

- Billboards
- Press Releases
- Trade journals
- Displays in banks, libraries, city halls
- Produce a video on your club
- Promote working with youth
- **Club brochure – What we do and what we are**

RECRUITMENT

- Energize Membership Committee, set goals
- Recognize- Those who bring new members
- All members are responsible
- Review classification list
- Reinvite past members
- Contact Non-active members
- Former scholarship recipients
- Look at “niches” not being served
- Diversity-What are demographics in your community
- Establish a target list
- Chamber of Commerce list
- Invite new business who come to community, club send a letter to new business
- Re-invite members who dropped previously due to work constraints

- Honorary members – Opportunity to acknowledge someone
- BUSINESS OR CORPORATE MEMBERSHIPS (Primary owner or CEO is member with others in business attending meetings and participating in projects) I.E. Dr. offices, pharmacies, drug stores, large corporate businesses
- FIVE FOR ONE PLAN – 5 people work to get someone
- HUSBAND & WIFE - Team membership/couple
- Honor leaders in two age groups (20 – 29 AND 30 – 35) by making them honorary members for 6 months, and then ask them to become members
- **INCENTIVES**– Free dinners, dues, District Conference for youngest members
- BUSINESS CARDS – Free lunch for Rotary
- RECEPTIONS – Invite and “try out”
- Review past bulletins for speakers
- Because they said no in past, they may not say no now
- Watch for people in news as prospects
- ROTARY service credit points

CLUB PROCESSES

1. Club Membership Committee pre-approve names provided in membership recruitment process. Club Board also pre-approve. Speeds up the total process for new members. **Then final club approval after member attends meetings.**
2. Proposing member “follow-the-name” through Membership, Board for final approval. Keep the process moving. (No more than two weeks through Membership and Board) Then final club approval.

INDUCTION

This is an important step for a new member. Invite spouse or other to

EIGHT STEPS TO SUCCESS IN MEMBERSHIP BY ROTARY CLUBS

induction, provide a formal induction ceremony. Download the sample "Induction of New Members" from Membership portion of RI home page <http://www.rotary.org/>

INDUCT NEW MEMBERS IN DIGNIFIED AND MEANINGFUL MANNER

- LAPEL PIN
- MEMBERSHIP ID CARD
- THE OBJECT OF ROTARY SUITABLE FOR FRAMING
- THE 4-WAY TEST SUITABLE FOR FRAMING
- CLUB BULLETIN
- CLUB DIRECTORY/LIST OF MEMBERSHIP
- DISTRICT NEWSLETTER
- A COPY OF ROTARIAN
- CLUB BADGE

ORIENTATION

RESOURCES FOR ROTARIANS

(Provide potential members the following)
GETTING STARTED IN ROTARY (3336-EN)

THE ABC'S OF ROTARY (363-EN)

ROTARY FACT PACT (267-EN)

- Rotary Facts
- Rotary Facts and Figures at a glance
- The Rotary Foundation
- PolioPlus
- Rotary History
- Ambassadorial Scholars
- Rotary and Peace

(Club has copy and show to prospective members)

THIS IS ROTARY (449-EN)

14 Minute video tape

Recent Rotarian Magazine

EDUCATION

Community in Action: A Guide to Effective Projects (605A-EN)

A Menu of Service Opportunities (605B-EN)

What does the Rotary Club of _____ do in your community, state and world!

What are Rotary International's activities in the world!

Fireside chat within six months of beginning as a new member

MENTORING

Appoint a mentor for every new member of the club. Use a mentoring worksheet that is available from the District Membership Chairman. Follow the development of the new member.

- **RECOGNIZE NEW ROTARIANS FOR WHAT THEY ARE DOING**
- **ASK NEW ROTARIANS TO TELL ABOUT THEIR LIVES TO CLUB**

INVOLVEMENT

- **QUALITY PROGRAMS AT MEETINGS**
- **PROJECTS OF SIGNIFICANCE INCLUDING POTENTIAL MEMBERS**
- **DON'T LET PEOPLE "DIE ON THE VINE"**
- **GIVE THEM A JOB, IMMEDIATE INVOLVEMENT**

INVOLVE NEW ROTARIANS IN CLUB COMMITTEES

- GREETER
- INTRODUCE GUEST SPEAKER
- CLUB SERVICE ASSIGNMENT WITH RESPONSIBILITY
- COMMUNITY SERVICE ASSIGNMENT
- NEW MEMBERS FOR A GIVEN YEAR DEVELOP A SERVICE PROJECT
- INTRODUCTION OF GUESTS
- PRAYER AT ROTARY MEETING